

25 Tata companies get insights into customer analytics through a TNF India - West session

Customer Analytics is at the heart of most business operations today. Insights gained from focused analysis of customer data can provide businesses with an edge in a hyper competitive market scenario. Considering the importance of the subject, Tata Network Forum India - West conducted a session on Customer Analytics on March 6, 2020, at Bombay House, Fort, Mumbai. Around 70 representatives from 25 Tata companies attended the session. Senior leaders, including S Padmanabhan, Executive Chairman, TBExG; R Mukundan, MD, Tata Chemicals and Chairman, TNF India - West; Jamshed Daboo, MD, Trent Hypermarket; Vikas Purohit, CEO, Tata Cliq; Navin Gurnaney, CEO, Tata Starbucks, were also present. Tata as well as non-Tata companies, through various presentations, threw light on what they are doing in this area, their experiences and the latest trends.



Participants at the customer analytics session in Mumbai

The opening remarks were presented by Mr Mukundan wherein he talked about the growing importance of customer analytics in all aspects of business and how the TNFs can be leveraged by companies for best practice sharing. The first speaker was Animesh Sinha, Chief of Marketing - Automotive and Special Products, Tata Steel, who shared Tata Steel's journey with Customer Analytics, especially on the automotive supply side. He focused on how Tata Steel evolved its overall capabilities on customer relationship management, joint product development and becoming a thought partner with customers by using data and understanding data patterns.

An external thought leader, Yaquta Mandviwala, Partner at Bain & Company, then discussed how companies can realise results with data and AI using three specific themed examples – radically lower cost, vastly better consumer experience and new business models. Shweta Singh, AVP & Head - Business Intelligence and Analytics, Tata AIA Life Insurance, then discussed the company's experience with analytics for customers. She presented several examples and real-life case studies on predicting customer behaviour using analytics and AI tools.

The last session of the day was conducted by Rajesh Kamat, Head - Sales and Marketing, Tata Chemicals, who emphasised on the usage of analytics in a B2B bulk chemicals business. He shared a number of examples through which Tata Chemicals tracks various trends and provided use cases in operations where data is analysed to predict and identify trends. All the speakers reiterated on the quality of the data available which will help perform the right analysis as well as data governance within organisations.

The session concluded with a vote of thanks from Mr Padmanabhan who summarised the session. The key takeaway from the session was that across industries, the timeless principles of planning and funding, having a robust operating model with good governance, focusing on results and tracking & monitoring are building blocks for implementing customer analytics.